

**WHAT IS CLAIMED IS:**

- 1 1. A method for determining a relevancy of an ad to a request, the method  
2 comprising:
  - 3 a) accepting local time of interest information associated with the request;
  - 4 b) comparing the accepted local time of interest information associated  
5 with the request with local time of interest targeting information associated  
6 with the ad to generate a comparison; and
  - 7 c) determining the relevancy of the ad using at least the comparison.
- 1 2. The method of claim 1 wherein the request further includes search terms, and  
2 wherein the act of determining the relevancy of the ad further uses a  
3 comparison of keyword targeting associated with the ad and the search terms.
- 1 3. The method of claim 1 wherein the request further includes document  
2 relevance information, and  
3 wherein the act of determining the relevancy of the ad further uses a  
4 comparison of ad relevance information and the document relevance information.
- 1 4. The method of claim 1 wherein the local time of interest information includes  
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day  
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least  
4 one local date range, (f) at least one local day-of-week range, and (g) at least  
5 one local season.
- 1 5. The method of claim 1 wherein the local time of interest information is end  
2 user local time information.
- 1 6. The method of claim 5 wherein the request further includes search terms, and

2            wherein the act of determining the relevancy of the ad further uses a  
3 comparison of keyword targeting associated with the ad and the search terms.

1    7. The method of claim 5 wherein the request further includes document  
2 relevance information, and  
3            wherein the act of determining the relevancy of the ad further uses a  
4 comparison of ad relevance information and the document relevance information.

1    8. The method of claim 5 wherein the end user local time information includes at  
2 least one of (a) at least one local time-of-day, (b) at least one local time-of-day  
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least  
4 one local date range, (f) at least one local day-of-week range, and (g) at least  
5 one local season.

1    9. A method for determining a score of an ad, the method comprising:  
2            a) accepting local time of interest information associated with a request;  
3            b) determining whether the ad has local time of interest price information  
4            corresponding to the local time of interest information accepted; and  
5            c) if it is determined that the ad has local time of interest price information  
6            corresponding to the local time of interest information accepted, then  
7            determining the score using at least the local time of interest price  
8            information.

1    10. The method of claim 9 wherein the local time of interest information includes  
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day  
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least  
4 one local date range, (f) at least one local day-of-week range, and (g) at least  
5 one local season.

1    11. The method of claim 9 wherein the act of determining a score further uses at  
2 least ad performance information.

1 12. The method of claim 9 wherein the act of determining a score further uses at  
2 least local time of interest ad performance information.

1 13. The method of claim 5 wherein the local time of interest information is end  
2 user local time information.

1 14. The method of claim 13 wherein the end user local time information includes  
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day  
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least  
4 one local date range, (f) at least one local day-of-week range, and (g) at least  
5 one local season.

1 15. The method of claim 13 wherein the act of determining a score further uses  
2 at least ad performance information.

1 16. The method of claim 13 wherein the act of determining a score further uses  
2 at least end user local time ad performance information.

1 17. A method for determining a score of an ad, the method comprising:  
2 a) accepting local time of interest information associated with a request;  
3 b) determining whether the ad has local time of interest performance  
4 information corresponding to the local time of interest information  
5 accepted; and  
6 c) if it is determined that the ad has local time of interest performance  
7 information corresponding to the local time of interest information  
8 accepted, then determining the score using at least the local time of  
9 interest performance information.

1 18. The method of claim 17 wherein the local time of interest information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,

4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 19. The method of claim 17 wherein the act of determining a score further uses  
2 at least ad price information.

1 20. The method of claim 17 wherein the act of determining a score further uses  
2 at least local time of interest ad price information.

1 21. The method of claim 17 wherein the local time of interest information is end  
2 user local time information.

1 22. The method of claim 21 wherein the end user local time information includes  
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day  
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least  
4 one local date range, (f) at least one local day-of-week range, and (g) at least  
5 one local season.

1 23. The method of claim 21 wherein the act of determining a score further uses  
2 at least ad price information.

1 24. The method of claim 21 wherein the act of determining a score further uses  
2 at least end user local time ad price information.

1 25. Apparatus for determining a relevancy of an ad to a request, the apparatus  
2 comprising:  
3 a) an input for accepting local time of interest information associated with  
4 the request;  
5 b) means for comparing the accepted local time of interest information  
6 associated with the request with local time of interest targeting  
7 information associated with the ad to generate a comparison; and

8           c) means for determining the relevancy of the ad using at least the  
9           comparison.

1   26. The apparatus of claim 25 wherein the request further includes search  
2   terms, and  
3           wherein the means for determining the relevancy of the ad further uses a  
4   comparison of keyword targeting associated with the ad and the search terms.

1   27. The apparatus of claim 25 wherein the request further includes document  
2   relevance information, and  
3           wherein the means for determining the relevancy of the ad further uses a  
4   comparison of ad relevance information and the document relevance information.

1   28. The apparatus of claim 25 wherein the local time of interest information  
2   includes at least one of (a) at least one local time-of-day, (b) at least one local  
3   time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4   (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5   at least one local season.

1   29. The apparatus of claim 25 wherein the local time of interest information is  
2   end user local time information.

1   30. The apparatus of claim 29 wherein the request further includes search  
2   terms, and  
3           wherein the means for determining the relevancy of the ad further use a  
4   comparison of keyword targeting associated with the ad and the search terms.

1   31. The apparatus of claim 29 wherein the request further includes document  
2   relevance information, and  
3           wherein the means for determining the relevancy of the ad further use a  
4   comparison of ad relevance information and the document relevance information.

1 32. The apparatus of claim 29 wherein the end user local time information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 33. Apparatus for determining a score of an ad, the apparatus comprising:  
2 a) an input for accepting local time of interest information associated with  
3 a request;  
4 b) means for determining whether the ad has local time of interest price  
5 information corresponding to the local time of interest information  
6 accepted; and  
7 c) means for determining the score using at least the local time of  
8 interest price information if it is determined that the ad has local time of  
9 interest price information corresponding to the local time of interest  
10 information accepted.

1 34. The apparatus of claim 33 wherein the local time of interest information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 35. The apparatus of claim 33 wherein the means for determining a score further  
2 use at least ad performance information.

1 36. The apparatus of claim 33 wherein the means for determining a score further  
2 use at least local time of interest ad performance information.

1 37. The apparatus of claim 33 wherein the local time of interest information is  
2 end user local time information.

1 38. The apparatus of claim 37 wherein the end user local time information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 39. The apparatus of claim 37 wherein the means for determining a score further  
2 use at least ad performance information.

1 40. The apparatus of claim 37 wherein the means for determining a score further  
2 use at least end user local time ad performance information.

1 41. Apparatus for determining a score of an ad, the apparatus comprising:  
2 a) an input for accepting local time of interest information associated with  
3 a request;  
4 b) means for determining whether the ad has local time of interest  
5 performance information corresponding to the local time of interest  
6 information accepted; and  
7 c) means for determining the score using at least the local time of  
8 interest performance information if it is determined that the ad has local  
9 time of interest performance information corresponding to the local time of  
10 interest information accepted.

1 42. The apparatus of claim 41 wherein the local time of interest information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 43. The apparatus of claim 41 wherein the means for determining a score further  
2 use at least ad price information.

1 44. The apparatus of claim 41 wherein the means for determining a score further  
2 use at least local time of interest ad price information.

1 45. The apparatus of claim 41 wherein the local time of interest information is  
2 end user local time information.

1 46. The apparatus of claim 45 wherein the end user local time information  
2 includes at least one of (a) at least one local time-of-day, (b) at least one local  
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,  
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)  
5 at least one local season.

1 47. The apparatus of claim 45 wherein the means for determining a score further  
2 use at least ad price information.

1 48. The apparatus of claim 45 wherein the means for determining a score further  
2 use at least end user local time ad price information.